

Ford Producing Nine Engines For '56 Models

Ford will produce nine types of engines in its 1956 models to meet specific power and transmission requirements in 18 automobile body types. All will operate on "regular" gas.

The engine series is based up on two Y-Block V8's and an I-Block six. All are overhead valve high-compression designs, utilizing short stroke and large bore. This "over-square" principle means pistons move a shorter distance, reducing internal friction and prolonging engine life. Deep skirts on crankshafts provide extra rigid support for bearings, and reduce internal vibration.

Each engine is offered in three different power takeoff designs to accommodate either automatic "Fordomatic Drive," overdrive, or standard transmission. In addition, compression ratios are varied on Y8's to match the type of transmission employed.

A 292 cu. in. displacement "Thunderbird Y8," most powerful of the series, is installed in Fairlane and Station Wagon models. Its power is equivalent to that now available in the Ford Thunderbird. With four barrel carburetor and 8.4:1 compression ratio, it develops 202 horsepower for Fordomatic. For overdrive or standard transmissions, the compression ratio is 8:1, producing 200 hp. Automatic choke and dual exhaust are standard on this engine.

A 272 cu. in. Y-8 engine is standard on Customline and Mainline models. Coupled with Fordomatic, it has an 8.4:1 compression ratio and horsepower is 176. With overdrive or conventional drive the compression ratio is 8:1 and horsepower is 172. Automatic choke is standard.

Ford Reports Big Jump in 1956 Sales

Sales of Ford cars and trucks were up 34.5 per cent in the Los Angeles district during October, setting an all-time record, according to W. J. Cooper, district sales manager.

A 30-year record for Ford sale was set nationally, with 195,534 new models sold during October, L. W. Smead, Ford division general sales manager, said.

The 1956 Ford line, incorporating "passenger packaging" to reduce injuries in accidents, has shown the same upward trend throughout the year, he said.

18 Styles Of Bodies For Fords

The 18 Ford body styles introduced in the 1956 line will be produced in four series.

There are seven models in the Fairlane series, which offer special "Stylo-tone" exterior color combinations, as well as the widest range of two-tone and single-tone selections in the Ford line. The Fairlane models are Club Sedan, Town Sedan, Sunliner convertible, Crown Victoria, Crown Victoria Skyliner, and Victoria. Later in the model year the company will produce a four-door Victoria, as well.

The station wagon series includes six body styles for 1956, one more than last year. The two-door six-passenger Parklane has been added. In addition, the series includes the two-door six-passenger Ranch Wagon and Custom Ranch Wagon; the four-door six-passenger Country Sedan; the four-door eight-passenger Country Sedan, and the four-door eight-passenger Country Squire. The latter has mahogany finished metal panels and wood grained fiber glass moldings on the body.

A "new look" has been given to the Customline series, with changes in the side moldings for 1956. The series includes two sedans, the four-door and two-door.

In Ford's lowest priced Mainline, three sedans make up the series. They are the four-door, two-door, and two-door business sedan.

Better Rides Promised in 1956 Fords

Ford engineers have improved shock absorbers, brakes, rear axles and transmissions in their 1956 cars.

A change in valve design for both front and rear shock absorbers results in a better ride in the new models.

More strength has been designated into sedan rear axle housings by means of a spherically shaped housing rear cover of thicker steel. An internal baffle has been designed into the housing to provide directed-flow lubrication to differential bearings.

Clutches for overdrive and conventional transmissions have been redesigned to increase torque transmitting capacity. Conventional transmission gears are of higher strength.

Thunderbird Sales May Hit 20,000 in 1956

Thunderbird '56 is expected to reach a "personal car market" of 20,000 owners, R. S. McNamara, Ford Motor Co. vice president and Ford Division general manager, has announced.

"The demand for Thunderbirds in 1955 was greater than we had anticipated and we still have a considerable backlog of orders to fill," McNamara explained.

"Based on the sale of 16,155 Thunderbirds to a virtually untapped personal car market last year, we expect to see this market expand rapidly in the years to come," he said.

"Four years ago when the Thunderbird idea was conceived, our researchers showed us convincing market data, indicating there was a desire for a different kind of car between the mass automobile market and the sports car market," McNamara declared.

In 1955, 20 per cent more Thunderbird personal cars were sold than the total of all sports car types marketed in America. Four Thunderbirds were sold for every one produced by the highest volume sports car manufacturer.

"By building an all-weather vehicle with the comfort and convenience of most conventional passenger cars, and providing it with the handling and performance characteristics of a sports car, we were of the opinion that we had the right design for this personal car market," he said.

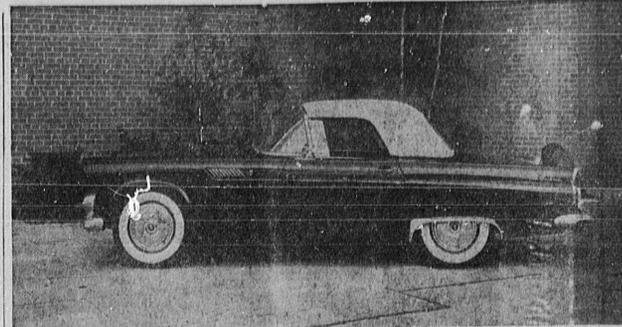
Seven New Colors for Thunderbird

Seven new colors and 30 different color combinations are available on Thunderbird '56.

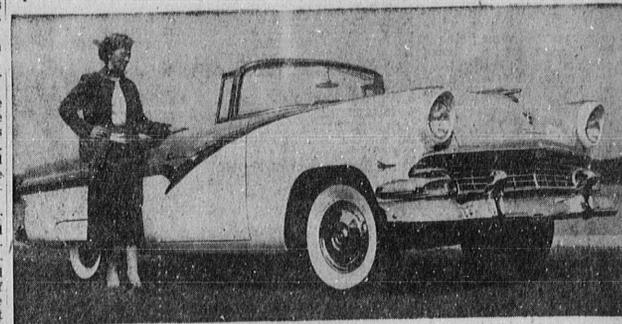
This colorful variety stems from seven solid body colors each combined with a number of different hardtop colors.

Two-tone combinations will be standard on Thunderbird '56. Thunderbird Green, Raven Black, Thunderbird Gray, Fiesta Red, Colonial White, Peacock Blue, and Buckskin Tan are the new colors.

New vinyl materials add appearance and durability to the interior.



THUNDERBIRD '56 . . . The most successful "personal car" in American automotive history has a new "continental" spare tire carrier, flipper windows and cowl vents. Besides retaining its classic design, the new Thunderbird has three power train options—a 225 horsepower engine with overdrive, and a 202 horsepower engine with Fordomatic transmission, a 215 horsepower engine with standard transmission. Standard safety equipment includes a concave safety steering wheel, safety door latches, and a shatter resistant rear view mirror. Optional equipment includes seat belts and shock absorbent cushioning for the instrument panel.



ONE OF 17 MODELS . . . Advanced front end and side styling of the new 1956 Ford is emphasized in this view of the Sunliner Convertible, one of 17 new body styles which Ford dealers will place on display during the Auto Show. The grille has been widened and lengthened, and parking lamps have been worked into chrome housings which extend around the sides of the fenders. A new-style hood ornament is recessed above the special Fairlane Ford crest. On the fender is the new ornament indicating "Thunderbird power," which is standard in Fairlane models with the Y-8 engine.

Safety Features Of Ford Models To Lower Injury

Ford engineers have developed a "lifeguard design" in their 1956 models to prevent, or reduce the severity of, injuries due to automobile accidents.

The company is the first in the industry to adopt the safety concept of "packaging the passenger" as a means of limiting accident injury. Research has included repeated full-scale crash tests of the new equipment on the Ford test track at Dearborn, Mich.

The new injury-prevention study is a companion project to Ford's accident prevention program, which includes development of better brakes, steering, and other mechanical improvements.

The new safety features are: A deep-center safety steering wheel (standard equipment) which will absorb the energy generated in a crash and distribute the force over the driver's chest, helping to prevent him from striking the steering column;

Safety door latches (standard equipment) designed to prevent doors from springing open under impact, thus protecting passengers from being thrown to the road;

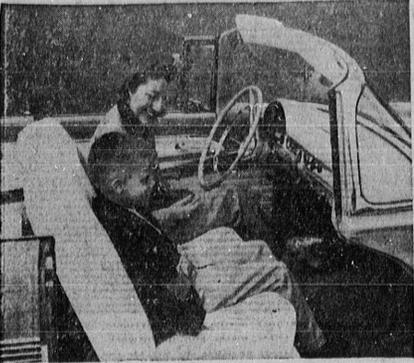
Safety rear-view mirrors (standard equipment) with a

special backing to keep the glass from falling out if broken;

Seat belts (optional) structurally anchored to the car with a steel plate, to retain occupants inside the vehicle and reduce the chance of being thrown forward;

Crash cushioning (optional) for instrument panels and sun visors, which is five times more shock absorbent than sponge rubber.

In addition, Ford has redesigned the mirror frame, and the front and back seat supports have been strengthened.



LIFEGUARD DESIGN . . . A mother makes sure that her son is securely seated in a 1956 Ford Sunliner. The new Fords, which will be shown to the public at the Auto Show, incorporate five safety features in a "lifeguard design" intended to reduce chances of accidental injury. On all new Fords, safety-designed steering wheels, door latches and rear view mirrors are standard equipment. Wheels are designed to absorb force if the driver is thrown forward, reducing the chance his chest might strike the steering column hub. Safety door latches (lower left) will resist crash impact and help keep passengers inside the car where they are twice as safe, according to research figures. Mirrors have a special backing to help prevent shattering. Optional seat belts will withstand up to 4000 pounds of force. Optional crash cushions for instrument panels and sun visors will provide added protection if a passenger is thrown forward.



SEDAN IN THREE SERIES . . . The four-door sedan, traditional American family car, is offered in three series by Ford for 1956—Fairlane, Customline and Mainline. Above is the Customline four-door in one of the 21 two-tone paint combinations offered on models. A lower roof line, restyled grille and parking lamps, a new design of body side moldings are among 1956 Ford appearance changes. Thunderbird Y-8 engines in Fairlane models develop 202 horsepower for Fordomatic drive, or 200 h.p. for overdrive or conventional drive. In the Customline and Mainline, Y-8 engines produce 176 h.p. for Fordomatic, or 173 h.p. for overdrive or conventional drive. The 137 h.p. Ford I-Block six also is available in all models with all transmission types.



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